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February 13, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

This letter is in response to the recent FCC Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I would like to express in my view and in the view of Familia Unida Living with Multiple Sclerosis, that KABC-TV is doing an exceptional job with serving our diverse community in a number of ways that makes any additional federal regulation unnecessary.

Familia Unida Living with Multiple Sclerosis is a 501-c3 nonprofit organization serving over 19,000 individuals and families living with multiple sclerosis and various types of debilitating disabilities in Southern California. For numerous years, KABC-TV has partnered with Familia Unida Living with Multiple Sclerosis (FULMS) by providing a number of services and participating in on-going community events that have supported our efforts to outreach to the disabled community as we work towards providing critical and important resources, programs and services.

KABC-TV has been on the forefront to addressing inequalities and supporting diverse local communities. This is evident in the annual public service announcement that they produced on our behalf that highlights ongoing special events, invaluable resources to the population that we serve. Additionally, providing our website and that of other community based organizations as a linkage to their website demonstrating partnerships with the diverse population served.

On another occasion, KABC-TV highlighted my work at Familia Unida through their Vista LA segment. I assure you that if it wasn't for there heartfelt and culturally sensitive approach to producing this video, it would have not garnished the profound impact from the community viewers. KABC-TV has the reputation and respect from their community because they have earned it for the many ways that they communicate with a diverse population. Another example, of KABC-TV devotion to local

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communities is reaffirmed by their roundtable discussions with community based organizations and constituents of the community by being active participants in community forums whereby KABC-TV comes to East Los Angeles to hear first hand the issues and concerns of the people representing Southern California. Familia Unida was a proud participant of one of these meetings whereby key KABC-TV executives were active participants in a neighborhood forum. A dialogue that ignited conversations from those concerned with disability awareness, youth after school programs, homelessness, gang activity and other critical issues affecting our community. The outcome of this event was very beneficial and positive. KABC-TV was able to listen to the individual's expressing their concerns through their testimonies. The response from KABC-TV was overwhelming which resulted in more media segments addressing the concerns addressed by those voicing their concerns.

For years, KABC-TV has been the #1 station we tune too due to their dedication to help represent all of us. Always in a manner that is honest, respectful and accurate especially regarding daily news updates. We continue to be impressed with the creative and innovative events that KABC-TV host such as "Women Health Prevention Matters." During this health awareness campaign, a segment is run for the entire month, bringing awareness to leading healthcare providers and community leaders. This is followed up with a reception that hosts several hundred invited guest. Marketing health related tips materials are distributed in the local businesses such as CVS-Pharmacy to insure that residents are informed about important updates that will maximize their quality of life. Another viable segment called "Cool Kids" recognizes the youth ages 14-18 that are doing remarkable work in their community. It is refreshing and inspiring to view these segments that demonstrate that KABC-TV understands and is invested in the entire rainbow of people living in Southern California. I recently learned that \$1,000 stipends are given to the students selected in these segments to support their educational goals.

KABC-TV merits our continued support and we strongly believe that they should be applauded for going beyond the expectations as an invested partner in our community. Especially for complying with the FCC regulations, KABC-TV does not require any additional regulations. On the contrary, KABC-TV deserves recognition for their service delivery model. It welcomes another opportunity to discuss in more detail our positive relationship with the KABC-TV team.

Sincerely,


Irma Resendez, MSW
Founder-President

Cc: Michelle Carey, Federal Communications Commission

Diane G. Medina – Vice President, Diversity & Community Relations ABC7

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